



## SOP Form

### Quick Guide to Video

#### Checklist for a good quality video

Will my video...

Have a clear call to action or one central message?

Give an important update about a critical incident or crisis event?

Highlight good work in the health service through effective storytelling?

Show a technique that needs to be demonstrated, for example hand-washing?

#### Best practice

- Script: 100 - 150 words per min of speech. Max of 3 simple messages per video.
- Good sound quality: People will forgive a lot but they won't forgive bad sound quality.
- Storytelling: Make a plan and map out what you want to include. If you need extra footage for use throughout your clip to help tell the story (b-roll), plan for that.
- Quality v Quantity: Making multiple videos with the same message will negatively affect the performance of your clips, as they are all competing with each other.
- Clear call to action: Have one simple central message in your video.
- Keep it short for social media: Average watch time is 4-6 seconds for Twitter and Facebook. Try to keep videos to 30 seconds or less for social channels. For internal channels average watch time is 48 seconds so try to keep clips to 1 minute or less.
- Campaigns: Video can help share campaign messages. They should be concise and have one central message.
- Channels and audience: Map when and where you want your videos to be watched and who you need to reach
- Accessibility: Include subtitles, audio description and sign language for public videos. Internal videos require subtitles. Provide key words so the clip can be tagged. Are foreign language translations needed?

[Click Here for more on best practice guidelines](#)